# 2020 ADRP WEBINAR SERIES

*All webinars begin at 10:00 AM Pacific Time, 1:00 PM Eastern Time*

## A Case Study: Donor Retention Business Plan — JAN 21

***Kimberly Arndts & Jordan Marshall, Albion College***

We all know it makes good sense to focus on donor retention as opposed to going out and finding new ones. Identifying those donors who will supply the most "donor lifetime value," as Dr. Adrian Sargeant puts it, is critical to a nonprofit's sustainability. But how do you do that? First you take a deep dive into understanding where your organization is, taking into consideration the donor populations you want to know more about. Then, you take what is known in the nonprofit industry to create a comprehensive donor retention business plan approach that is shared with all partners who play a role. Join us for conversation as we explore one organization's comprehensive donor retention business plan.

## Major Donor Stewardship That's Sized to Fit: Individual Stewardship Plans and Personal Stewardship Tracks — FEB 20

***Cheryl Lintner, Meridian Health Foundation***

Do you have hundreds (thousands?) of major donors who are not in the current pipeline but who will be in the future? You want to keep them happy and engaged so they say yes to that next gift, but how can you steward everyone when the pool is so large? We piloted two initiatives to tackle this challenge: individual stewardship plans and personalized stewardship tracks. Using both, we can now steward all our top donors in a personal way. This webinar will help you overcome that hurdle of "too many donors, not enough resources" and demonstrate how to create individual stewardship plans that are truly custom for x-number of major donors, and personalized stewardship tracks that trigger simple, easy touches for everyone else — together giving all of your major donors the care and attention they deserve.

## Weaving Diversity and Inclusion into Donor Relations Practice — MAR 17

***Erin Caitlin McVeigh, Justin Kaplan, Iryelis Lopez & Maria O'Meara, Dana-Farber Cancer Institute***

In this session, presenters from Dana-Farber's Donor Relations D&I working group will share examples and experiences from ongoing and new efforts to highlight D&I and solicit input from webinar participants in a format interspersed with opportunities for brainstorming. The presentation will be geared for all audiences, regardless of donor relations team size, addressing key areas of stewardship and recognition such as experiential events and tours, recognition displays, impact reports, acknowledgement letters, executive remarks, newsletter articles, and more. Our goal is to share what we're starting to do and initiate brainstorms with others in the donor relations field during the webinar.

## Planning a TED Talk Style Event for Your Organization — APR 14

***Rachael Day, University of Maryland***

Planning a TedTalk style event is a heavy lift but with the right resources and stakeholders, one that will creatively convey the work going on in your organization. This session aims to cover the planning of a TED Talk style event from inception to timelines, speaker recruitment, rehearsals, and the show itself, as well as working with speakers to craft a talk that is translatable to non-academics or members of the public. Hear how the UMD College of Education implemented this event to kick off their 100th-anniversary celebration.

## Inspiring Students to Become Stew-dents — MAY 19

***Rachel Humphrey & Justin Alle-Corliss, University of California, Berkeley***

Narrative reporting relies on content directly from recipients, but how do you produce high-quality content that will inspire donors when you're relying on recipients to create that content? Whether you are just starting out working with students or have been doing it for years, we all share the same joys and challenges in carrying out this type of reporting. In this session, we will outline our scalable process for communicating with students, collecting and organizing responses, and producing reports. We will also discuss how we educate students about the role of philanthropy in their education and guide them through the process of sharing their stories with donors, both in writing and through personalized videos.

## The Story of Donor Relations: As Told By Your Favorite T-Shirt — JUN 18

***Eliza McNulty, Stanford University***

At our roots, donor relations professionals are story tellers. We share tales of lives saved, families strengthened, animals rescued, new heights achieved. Yet we aren't so great at telling the story of our profession: what we do and why it is important to fundraising success. Look no further than your closet for inspiration! In this light-hearted session, you will hear from a cadre of donor relations professionals as they share career highlights and lessons learned, inspired by a t-shirt with the saying, "you can't please everyone, you're not a taco."

## Using Vanity Email Accounts to Make Your Acknowledgements and Leadership's Messaging More Engaging and Efficient — JUL 16

***Abigail Watson & Issac Mason, University of Pennsylvania***

This session will provide a deep dive into the strategy and mechanics of using vanity email accounts for senior leadership to smooth out your acknowledgment and other letter processes. Two colleagues at the Wharton School will share insight into the process and partnerships needed to send out messages to audiences that vary from one individual donor to 200+ board members to thousands of alumni in regions impacted by global events. They will offer step-by-step detail, in addition to an overview of the opportunities that such correspondence provides. The School knows right away if an email bounced (as opposed to waiting for weeks or months for an item to bounce back via snail mail), and recipients often respond and find opportunities to engage in deeper ways. We often stand by the tradition of paper acknowledgements on letterhead in higher ed and nonprofit organizations, which fits for some leadership styles and institutions, but your friends at Wharton are here to reassure you — donors not only get these email messages more promptly, they respond with increasing frequency, and appreciate the personalization that Wharton is able to infuse into each note.

## Building a Strong Team: Strategies to Foster Trust, Reduce Stress, and Promote Well-being — AUG 20

***Yvonne Ng & Lana Cook, MIT Open Learning***

Do you feel disconnected from your team? Is the tension between team members, feelings of being siloed, or breakdowns in communication adding to more stress on your plate? If you crave healthier relationships among the members of your team and community, want to create a sense of calm and well-being for yourself, and cultivate respect and compassion, then this session is for you. MIT Open Learning's development team members will share strategies they practice, drawing on the work of systems design thinking and socioemotional learning, to cultivate compassion and understanding within their team. The benefits of this practice include: building more trust and patience within your team, increasing your sensitivity to each other, improving your listening skills, reducing stress, and building an overall culture of respect, kindness, and interconnectedness — and ultimately a strong team.

## And the Award Goes To...Two Inspiring Events that Received ADRP's International Stewardship Award — SEP 17

***Julie C. Lund, Children's Hospital Colorado Foundation & Kelsi Jones, Oklahoma State University Foundation***

Let's learn from some of the best as we feature both the 2017 and 2018 winners of ADRP's International Stewardship Award in the Events category: the Children's Hospital Colorado Foundation for "Dr.'s In+Sight" (2017), and the Oklahoma State University Foundation for their President's Fellows Annual Impact Event (2018). The ADRP International Stewardship Awards have been established as the premier awards program recognizing excellence and outstanding accomplishments in donor relations. The Events category of these awards celebrate outside-the-box, creative events that engage donors and help showcase donor impact.

## A Campaign is Coming: Get Your Policies in Order — OCT 20

***Megan McAndrews, Syracuse University***

Campaigns have become the way organizations align multiple fundraising priorities under one banner. These campaigns are growing ever larger, lasting longer, and the pressure for success ever greater. What are the policies and practices you should have in place to support the smooth execution of your campaign? SPOILER ALERT: These policies and practices will guide efficient operation of your shop outside of campaigns as well. This session will outline guidelines, show examples, and recommend paths to successful implementation across your organization early in the campaign. We will discuss gift acceptance policies, naming opportunities, fund minimums and other gift fund guidelines, gift agreement processes, volunteer structures, and proposed avenues for navigating implementation in politically charged environments.

## Emerging Practices in Digital Reporting: To Boldly Go Where Others Are Already Going — NOV 19

***Margaret Stutt, Alyssa Fong & Valerie Gilbert, UC Berkeley Haas School of Business***

What's next, hologram reporting? While there is still a time and place for print, digital is gaining ground as a reliable and engaging reporting tool. Inspired by the University of Minnesota's presentation on digital impact reports at the ADRP Conference in St. Louis, your peers at UC Berkeley Haas School of Business will share their award-winning digital impact reporting and experience delivering through conditionally formatted emails. It is now easier than ever to produce beautiful, custom webpages for your donors that will meet them where they are: on their screens! Digital reporting is cost-effective, green, and has the potential for easy sharing with donor family or foundation board members—not to mention the ability to include assets like video. Join us for a session of skills and idea sharing, challenges, and exploration of what's next in the field. Holograms of institutional leadership, anyone?

## High-Impact Events and Powerful Video Storytelling — DEC 15

***Lori Johnson, John Muir Health Foundation; Lynnea Golding, Advancement Resources***

A well-crafted video story can elevate an ordinary event to something extraordinary and memorable. Join John Muir Health Foundation and Advancement Resources as they share how they have partnered to create centerpiece videos for an annual gala. Hear about their success, lessons learned, and best practices for developing an overwhelmingly popular annual event.